

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Merit does number on Vantage.

Vantage has great taste. Merit has great taste.

Vantage has 11 milligrams of tar. Merit has 8 milligrams of tar. Vantage has speed boats. Merit has Enriched Flavor™ Vantage has jets and motorcycles.

Merit has made its point. Thank you.

Enriched Flavor™ low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

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Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.



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